

**ABSTRACT**

A pack of playing cards having value and suit indicia that are judiciously placed to permit exposure of both suit and value indicia with both less columnar displacements of cards and less precise vertical alignment in a columnar arrangement than obtainable with a previously known pack of playing cards. Familiarity is enhanced by use of centrally located graphics denoting both suit and value in traditional groupings of suit indicia or Victorian dressed pictorial figures. Benefits include an improvement in visibility and convenience of play, and a reduction in the required playing area over that obtainable with a previously known pack of playing cards for the play of games involving columnar placement of at least some of the cards. Useful embodiments include, for example, packs with the cards having suit indicia horizontally adjacent to value indicia that lie in either primary corners or both primary and secondary corners of the card faces. Other useful embodiments include packs having enlarged indicia to aid visually impaired players. These embodiments, when used with familiar indicia designs with second indicia vertically adjacent to first indicia, have the additional advantage of providing a sense of familiarity while reducing required playing space, and increasing visibility and convenience over that obtainable with previously known packs of cards.